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YELLOWKNIFE, NT

2017 DE BEERS INSPIRED ICE HOSTS HIGH SCHOOL & MEDIA CHALLENGES

Three high school teams and six local media teams will take part in new events

Two new challenges will draw on the talents of local high school students and Yellowknife media as part of the 2017 *De Beers Inspired Ice – NWT Ice Carving Championship*.

Three teams, each comprised of four high school students, will take part in the first De Beers Inspired Ice High School Carving Challenge on Wednesday, March 15 from 10:00 a.m. until 4:00 p.m. at the Somba K'e Civic Plaza outside Yellowknife City Hall. The students' sculptures will be on display at the Somba K'e Civic Plaza for the week leading up to the Long John Jamboree (March 24-26).

Next, come on down to the Jamboree site on Friday, March 24, when six teams of four members of Yellowknife's local media will kick off the start of the Long John Jamboree as they compete in the De Beers Inspired Ice Media Carving Challenge. Their creations must include an element of the City of Yellowknife crest and the year "2017". Once completed and judged, the carvings will be showcased at the Long John Jamboree, so make sure to drop by and see how these journalists' skills rank next to local, national and international carvers!

Both the high school and media teams will participate in ice carving workshops led by Terry Pamplin, a local artist and ice carver known for the ice sculptures around the SnowKing's snow castle.

Speaking on behalf of De Beers Canada, Gahcho Kué Mine General Manager Allan Rodel said "The high school and media carving challenges are another opportunity to showcase local talent and inspire youth to get into the spirit of the Long John Jamboree. For the media, we wanted to make sure they have the opportunity to take part in something they'd normally only get to participate in as observers."

Long John Jamboree President Michelle Demeule said "The Jamboree is pleased to partner with De Beers Canada to showcase more local talent with the two new challenges this year! Local high school students will go head to head in a 'friendly' challenge of youthful talent prior to spring break. Then we will witness the true power of the media, as they go toe-to-toe in a similar competition during the Jamboree weekend. We encourage the public to attend and view both events and cheer for their favourite teams!"

For more information, please contact:

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